

FILM 465 : Business of Branded Entertainment

Introduction to business of branded entertainment and preparation for entry into the profession. Examines roles, responsibilities, and relationships of all players and constituencies within the industry. Guest speakers provide career insights. Topics include: portfolio/reel preparation, written communication, interviewing, industry structure, industry trends, employment opportunity development.

Credits 3

Studio Hours 6

Lecture Hours 0

Prerequisite Courses

FILM 361